

How Your Customers Can Help You Build a Successful Business

A Customer Advisory Board



Imagine one of your customers sharing a discussion with several other business owners, and the subject of your business or industry type comes up.

What will your customer say about you and your business? Will it be positive? Negative? Or worse yet, nothing at all? Will they, instead, be silent, listening carefully to what's being said while making comparisons in their own mind?

Your customers are evaluating your business all the time. And ironically, it's often the non-technical 'little things' you do that they notice most.

One of these 'little things' is the prime cause of lost customers: indifference. They leave because they feel the business and its owner are indifferent to their needs, and they aren't as important to the business as they think they should be.

This 'indifference' can show itself in a lot of different ways. Whatever they are in your business, you owe it to yourself to find out what they are and fix them—now!

Every day you wait, you risk losing a customer who feels unheard or uncared for.

Brought To You By



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Create an extraordinary business simply by listening to your customers...

A Customer Feedback Mechanism Guaranteed to Bring Results!

What would your customers change about your business? What would they keep? What would they improve?

The only way to truly find out the answers, is quite simply: *Ask them!*

Your customers have all the answers you need, and chances are they'll be more than willing to share them with you. But you have to be equally willing to listen.

With a structured, fully facilitated *Customer Advisory Board*, you can get a real 'outside-looking-in' perspective of your business.

Holding a *Customer Advisory Board* will:

- help you identify what things you're doing well—so you can keep doing them
- give you ideas on what you can improve, and get suggestions on how
- help you determine your priorities based on what your customers would like
- give your team a real sense of reward and focus, so they're more motivated than ever before.

And that's just the beginning. The information you'll gain from holding a *Customer Advisory Board* is specific to *your* business, and represents a giant step on a path towards helping you deliver the extraordinary service that will keep your customers coming back for more.

Here's the Step-by-Step Approach to How it All Works

- 1** Once you've made the decision to hold a *Customer Advisory Board*, we'll discuss exactly what **you** want to achieve from it.
- 2** Using a straight-forward system, we'll help you decide who of your customers will be best suited to invite to your *Customer Advisory Board*.
- 3** From there, we'll help you in the process of inviting them to your *Customer Advisory Board*.
- 4** Next, we'll help you design a list of suitable questions to ask at your *Customer Advisory Board*.
- 5** One of our own team members will be present to facilitate your *Customer Advisory Board* for you.
- 6** Once the meeting is over, your facilitator will meet with you to review what was said and help you decide what to do about it.
- 7** You'll receive a taped recording of the entire meeting and the follow-up consultation so you can review and get a real understanding of the essence of the meeting.
- 8** After you've reviewed the recordings, we'll help you prepare a report to send to your customers outlining the issues that were raised and what actions you'll be taking on each one.
- 9** The last step is to implement the strategies and ideas your customers spoke about.

Find Out How

YES! I'd like to learn more about how a *Customer Advisory Board* can help me create an extraordinary business. My details are:

Name: _____

Business: _____

Mailing address: _____

Phone number: _____

YES! Please send me my BONUS free copy of *How to Improve the Profitability of Your Business*.

Please complete and fax back to us on the number overleaf.

You're already good at what you do, but even world-class athletes need a coach to stay on top. Talk to us today and learn how we can help you unlock your profit potential and make your goals a reality.

About Our Consulting Services

We're not your average advisory firm. Far from it.

Our membership in the Principa Alliance means you have access to the collective knowledge and expertise of an international network made up of hundreds of professionals who specialize in consulting to small and medium-sized businesses, just like yours.

Add that to our experience, support and guidance, and you can be confident you'll have all the help you need to make your business truly extraordinary.